

File Copy
12/29/52

fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1952

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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WEEK BEGINNING MONDAY, DECEMBER 29, 1952

 * THE NEXT ISSUE OF FASHION CALENDAR WILL GO TO PRESS ONE *
 * DAY EARLIER BECAUSE OF NEW YEAR'S DAY ON THURSDAY. *

Cancelled SAKS 34TH SHOWING OF FASHIONS FOR JUNIORS, ORIGINALLY SCHEDULED FOR
 Dec. 29 12:15 P.M. & 5:45 P.M. ON MONDAY, DEC. 29, HAS BEEN CANCELLED.

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| Monday Dec. 29 | MODERN FURNITURE AND COORDINATED FASHIONS | TODAY'S HOUSE | 53 EAST 34TH STREET |
| 4:00 P.M.- 7:00 P.M. Cocktails | Presentation of Modernmasters furniture, modern furniture designed by Clifford Pascoe, coordinated with fashions by Jonathan Logan. Also, paintings by six modern masters of art. Fashion show from 5:00 P.M. to 6:00 P.M. By invitation. Contact: Mrs. Zenith Gross, MU. 9-6510. | | |

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|------------------------|--|-------------------------------|------------------------------|
| Tuesday Dec. 30 | PREVIEW OF SPRING SCARFS & STOLES | GLENTEX (417 FIFTH AVENUE) | HOTEL ASTOR EAST BALLROOM |
| 12:15 P.M. Luncheon | Glensder Textile Corp. will present scarfs, stoles, wraps, novelties, and imports. Resident buyers only. Publicity: Ann R. Silver, MU. 7-8654. | | |

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|---------------------------------|--|--------------------------------|---------------------------------|
| Beginning Dec. 31- Jan. 6 | EXHIBITION OF BELLS-- RINGS IN THE NEW YEAR | TRAPHAGEN SCHOOL OF FASHION | 1680 BROADWAY AT 52ND STREET |
| | A collection of antique bells of the East -- brass, gilt and wood -- from Persia, China, India, Bali, Africa, in a special New Year's exhibit. Open to public. Contact: Dorothy Tyroler, CO. 5-2077. | | |

Jan. 1 NEW YEAR'S DAY (Thursday--Legal Holiday).

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| Saturday Jan. 3 | "CLAMBAKE PARTY" FOR VISITING PRESS | SYLVAN RICH | 498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR |
| 1:30 P.M. Luncheon | Sylvan Rich will present "Nautical Blues"--Martini Designed and Diminutives to the visiting press. By invitation. Publ.: Mildred Kaldor, MU. 9-5420. | | |

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| Sunday Jan. 4 | SPRING JEWELRY PREVIEW AT BREAKFAST PARTY | TRIFARI, KRUSSMAN & FISHEL, INC. | 16 EAST 40TH STREET SHOWROOM - 4TH FLOOR |
| 10:00 A.M.- 1:00 P.M. | Presentation of Spring jewelry fashions at informal press breakfast. By invitation only. Publicity: Dorothy Lansing, PL. 9-7598. | | |

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| Sunday Jan. 4 | MILLINERY SHOWING FOR VISITING PRESS | EMME | HOTEL PIERRE GRAND BALLROOM FOYER |
| 11:00 A.M. Breakfast | Emme invites visiting editors to showing of her Spring millinery. Presentation to N.Y. press at 12:00 Noon, at Hotel Pierre, on Monday, Jan. 5. By invitation. Publicity: Mildred Kaldor, MU. 9-5420. | | |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|----------------------|---|-------------------------|-----------------------|
| Sunday | "FASHION ON THE GO" | LUGGAGE & LEATHER GOODS | WALDORF-ASTORIA |
| Jan. 4- | OPEN HOUSE FOR PRESS | MFRS. OF AMERICA | CARPENTER SALON |
| Jan. 6 | Showing of 1953 collection of luggage, hatboxes, brief cases, jewel boxes, billfolds and personal leather accessories to visiting and N.Y. press. | | |
| 12:00 Noon-9:00 P.M. | Jan. 4: 12:00 Noon-9:00 P.M.; Jan. 5: 9:00 A.M.-9:00 P.M.; Jan. 6: 9:00 A.M.-12:00 Noon. By invitation. Contact: Betty Fryman, LE. 2-3961. | | |
| Sunday | SPRING AND SUMMER | KID LEATHER GUILD | HOTEL CHATHAM |
| Jan. 4 | FASHIONS IN KID | | VANDERBILT & 48TH |
| 1:00 P.M. | Preview of Spring and Summer kid shoes and accessories. By invitation only. Publicity: Geri Matthau or Charline Osgood, WI. 7-0332. | | |
| Luncheon | | | |
| Sunday | VISITING PRESS SHOWING | SPORTSMAKER | HOTEL CHATHAM |
| Jan. 4 | COLLECTION BY BRIGANCE | (498 SEVENTH AVENUE) | TUDOR ROOM |
| 2:15 P.M. | Sportsmaker invites the visiting press to a showing of bathing suits, beachwear, playclothes, separates, and dresses. Commentator: Eugenia Sheppard, fashion editor, N.Y. Herald Tribune. By invitation only. Contact: Irving Lein, LO. 3-1534. | | |
| Sunday | MILLINERY SHOW FOR | SALLY VICTOR | 18 EAST 53RD STREET |
| Jan. 4 | VISITING EDITORS | | SALON |
| 3:00 P.M. | Showing of Sally Victor's Spring millinery collection to the visiting press. <u>Show will be repeated for the local editors on Monday, Jan. 5, at 10:30 A.M.</u> By invitation only. Publ.: Mildred Josephs, FL. 3-7450. | | |
| Cocktails | | | |
| Sunday | SPRING COLLECTION | MARIA KRUM | 41 WEST 56TH STREET |
| Jan. 4 | FOR VISITING PRESS | | SALON |
| 4:30 P.M. | Maria Krum will present her Palm Beach and Spring collection to the out-of-town press. By invitation only. Publ.: Helen Galland, CI. 7-3060. | | |
| Sunday | COCKTAILS AND BUFFET | FORSTMANN, INC. | SAVOY PLAZA HOTEL |
| Jan. 4 | FOR VISITING EDITORS | | LE CHATEAU - 11TH FL. |
| 5:30 P.M.-9:00 P.M. | Forstmann will invite the out-of-town press to open house buffet supper. By invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448. | | |
| Sunday | COCKTAIL PARTY FOR | HARRIET HUBBARD AYER | HAMPSHIRE HOUSE |
| Jan. 4 | VISITING & LOCAL PRESS | | THE COTTAGE |
| 6:00 P.M.-9:00 P.M. | "Celebrity Night"---Harriet Hubbard Ayer will invite editors to a cocktail party. By invitation. Publicity: Mary Brown, MU. 8-6000. | | |
| Sunday | CHAMPAGNE PARTY | WALTER FLORELL | 29 EAST 53RD STREET |
| Jan. 4 | FOR VISITING PRESS | | SALON |
| 9:00 P.M. | Showing of Spring millinery. <u>N.Y. fashion editors on Thurs., Jan. 8 at 2:30 P.M.</u> By invitation only. Publicity: Mildred Kaldor, MU. 9-5420. | | |
| Champagne | | | |
| Sunday | CALIFORNIA'S FASHION | CALIFORNIA FASHION | AMBASSADOR HOTEL |
| Jan. 4- | BOWL - 1953 | CREATORS | LOS ANGELES, CALIF. |
| Jan. 7 | Contact: California Fashion Creators, 740 So. Broadway, Los Angeles, Cal. | | |
| Week | SHOWING OF WARM- | GUILD OF BETTER | HOTEL SHELburne |
| Of | WEATHER SHOES | SHOW MANUFACTURERS | LEX. AVE. & 37TH ST. |
| Jan. 5 | The Guild of Better Shoe Manufacturers will present their couture footwear collections for 1953. Members include: Beleganti; Newton Elkin; Jerro Bros.; La Valle, Inc.; John Marino & Son; Palter De Liso; M. Wolf & Son; Zuckerman & Fox. Publicity: Doris Beechman, MU. 9-5200. | | |

DATEWHAT'S GOING ONGIVEN BYWHERENEW YORK DRESS INSTITUTE'S TWENTIETH NATIONAL PRESS WEEK (Jan. 5-Jan. 10, 1953)

Fashion editors of leading newspapers will be invited to attend the 20th National Press Week. Spring and Summer collections of members of the N.Y. Dress Institute's Couture Group will be shown daily. The release date of each collection is 24 hours after the showing (aux. members 1 week later). Publ.: Eleanor Lambert, MU. 8-2130.

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| Monday, Jan. 5.... | 9:00 A.M. | WELCOME BREAKFAST & FORUM. . . | WALDORF-SERT ROOM |
| | 10:00 A.M. | BEN ZUCKERMAN. | WALDORF-SERT ROOM |
| | 11:00 A.M. | PAUL PARNES. | WALDORF-SERT ROOM |
| | 12:00 Noon | DELMAN (Auxiliary Member). . . | WALDORF-PEACOCK LGE. |
| | 1:00 P.M. | SHIP 'N SHORE (Auxiliary). . . | WALDORF-SERT ROOM |
| | 2:30 P.M. | HARVEY BERIN. | WALDORF-SERT ROOM |
| | 3:30 P.M. | JACK SARNOFF (Molly). | WALDORF-SERT ROOM |
| | 4:30 P.M. | FILCOL. | WALDORF-SERT ROOM |
| | 8:30 P.M. | MAURICE RENTNER. | 498 SEVENTH AVENUE |
| Tuesday, Jan. 6.... | 8:00 A.M. | BUFFET BREAKFAST. | WALDORF-SERT ROOM |
| | 9:00 A.M. | HERBERT SONDHEIM. | WALDORF-SERT ROOM |
| | 10:00 A.M. | ORIGINALA COATS. | WALDORF-SERT ROOM |
| | 11:00 A.M. | BENHAM ORIGINALS. | WALDORF-SERT ROOM |
| | 12:00 Noon | CELESTE (Auxiliary Member). . . | WALDORF-PEACOCK LGE. |
| | 1:00 P.M. | INT'L SILK ASS'N. (Auxiliary). . | WALDORF-SERT ROOM |
| | 2:00 P.M. | MONTE-SANO & PRUZAN. | WALDORF-SERT ROOM |
| | 3:00 P.M. | CLAIRE McCARDELL OF TOWNLEY. . | WALDORF-SERT ROOM |
| | 4:00 P.M. | CAROLYN SCHNURER. | WALDORF-SERT ROOM |
| | 5:00 P.M. | CEIL CHAPMAN. | WALDORF-SERT ROOM |
| Wednesday, Jan. 7.... | 9:00 A.M. | DAVIDOW. | 550 SEVENTH AVENUE |
| | 10:00 A.M. | TRIGERE. | 550 SEVENTH AVENUE |
| | 11:00 A.M. | ADELE SIMPSON. | 530 SEVENTH AVENUE |
| | 12:30 P.M. | REXALL (Ann Delafield--Aux.) . . | PLAZA HOTEL-TERRACE |
| | 2:00 P.M. | BRIGANCE OF FRANK GALLANT. . . | 205 WEST 39TH STREET |
| | 3:00 P.M. | MOLLIE PARNIS (Parnis-Livingston) | 530 SEVENTH AVENUE |
| | 4:00 P.M. | JOSEPH HALPERT (Jacques Fath). . | 530 SEVENTH AVENUE |
| | 5:00 P.M. | PHILIP MANGONE. | 500 SEVENTH AVENUE |
| Thursday, Jan. 8.... | 9:00 A.M. | B. H. WRAGGE. | BONWIT TELLER |
| | 10:00 A.M. | HATTIE CARNEGIE. | 711 FIFTH AVENUE |
| | 11:00 A.M. | ELIZABETH ARDEN (Buffet). . . . | 691 FIFTH AVENUE |
| | 2:00 P.M. | JANE DERBY. | 785 FIFTH AVENUE |
| | 3:30 P.M. | CHRISTIAN DIOR. | 730 FIFTH AVENUE |
| | 5:00 P.M. | NETTIE ROSENSTEIN. | 550 SEVENTH AVENUE |
| Friday, Jan. 9.... | 9:00 A.M. | PATULLO-JO COPELAND. | 498 SEVENTH AVENUE |
| | 10:00 A.M. | BEN REIG. | 498 SEVENTH AVENUE |
| | 11:00 A.M. | ELFREDA FOX; PIERRE BALMAIN, N.Y. | 498 SEVENTH AVENUE |
| | 12:30 P.M. | COTY, INC. (Auxiliary Member). . | WALDORF-SERT ROOM |
| | 3:00 P.M. | SAMUEL WINSTON (Charles James) | 530 SEVENTH AVENUE |
| | 4:00 P.M. | HANNAH TROY. | 530 SEVENTH AVENUE |
| | 5:00 P.M. | OLEG CASSINI. | GOGI'S LARUE |
| Saturday, Jan. 10... | 9:00 A.M. | STYLE-WISE FASHION SERIES. . . | WALDORF-SERT ROOM |
| | 11:00 A.M. | FASHIONS FOR INDUSTRY (Aux.) . . | WALDORF-SERT ROOM |
| | 12:30 P.M. | JONATHAN LOGAN (Auxiliary). . . | VERSAILLES REST. |

Jan. 5 BEN ZUCKERMAN (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-10:00 A.M. ASTORIA, SERT ROOM. (See Above).

Jan. 5 SALLY VICTOR'S PREVIEW OF SPRING MILLINERY FOR THE LOCAL PRESS AT 10:30 A.M. 10:30 A.M., 18 EAST 53RD STREET. (See Page 2).

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Jan. 5 11:00 A.M. | PAUL PARNES (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 3). | | |
| Jan. 5 12:00 Noon | EMME'S PREVIEW OF SPRING MILLINERY FOR THE N.Y. PRESS AT 12:00 NOON, FOLLOWED BY LUNCHEON, AT THE HOTEL PIERRE ROOF. (See Page 1). | | |
| Monday Jan. 5 12:00 Noon | SPRING SHOE PREVIEW FOR VISITING EDITORS The out-of-town press will be invited to a preview of Spring shoe fashions by Delman (Auxiliary Member of N.Y.D.I.--See Page 3). <u>Showing for local press at 11:00 A.M.</u> By invitation only. Publ.: Eleanor Lambert, MU.8-2130. | DELMAN (754 FIFTH AVENUE) | WALDORF-ASTORIA PEACOCK LOUNGE |
| Monday Jan. 5 1:00 P.M. Luncheon | PREVIEW OF SPRING BLOUSE FASHIONS Showing of Spring blouses by Ship 'n Shore (Auxiliary Member of N.Y.D.I.--See Page 4) for local and visiting press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130. | SHIP 'N SHORE BLOUSES | WALDORF-ASTORIA SERT ROOM |
| Jan. 5 2:30 P.M. | HARVEY BERIN (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 3). | | |
| Jan. 5 3:30 P.M. | JACK SARNOFF, INC...DESIGNED BY MOLLY (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 3). | | |
| Monday Jan. 5 4:00 P.M. Cocktails | MILLINERY PREVIEW FOR N. Y. PRESS Presentation of the Beatrice-Martin Spring millinery collection. By invitation only. Publicity: Maud G. Moody, LE. 2-5562. | BEATRICE-MARTIN | 16 WEST 57TH STREET SALON |
| Monday Jan. 5 4:00 P.M.- 7:00 P.M. Cocktails | PRESS PREVIEW OF BUDGET FASHIONS Leaders of the Brand Line Daytime Dress Mfrs. will tell their story of "Fashions That Meet The Budget in this national balance-the-budget year of 1953." By invitation. Contact: Erwin Feldman, Director, LA. 4-6352. | NATIONAL ASSOCIATION OF HOUSE DRESS MFRS. | WALDORF-ASTORIA JANSEN SUITE |
| Jan. 5 4:30 P.M. | FILCOL (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 3). | | |
| Monday Jan. 5 5:30 P.M. Tea | PREVIEW OF YOLANDE SPRING COLLECTION Preview of Yolande's Spring collection, including couture designs in lingerie, blouses, baby clothes and size 3 to 6 party dresses. By invitation only. Publicity: Rubye Graham, TE. 8-3987. | YOLANDE, INC. | PARK LANE HOTEL CRYSTAL BALLROOM |
| Monday Jan. 5 6:30 P.M.- 8:30 P.M. | PRESS PREVIEW OF BELTS BY RONAY Ronay Handbags will introduce Belts by Ronay at a buffet supper for the press. By invitation. Publ.: Paul Roth of Shivell-Hall Co., MU.2-9120. | RONAY HANDBAGS, INC. | 1 EAST 33RD STREET SHOWROOM |
| Jan. 5 8:30 P.M. | MAURICE RENTNER (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM. (See Page 3). | | |
| Monday Jan. 5- Jan. 9 | OPEN HOUSE AT NEW CAPEZIO "BOOTIQUE" Capezio invites the press to open house at their new "Bootique" Showroom. Contact: Jackie Dempsey, JU. 6-2150. | CAPEZIO, INC. | 756 SEVENTH AVENUE SHOWROOM-2ND FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|--|--|--|---|
| Beginning Monday Jan. 5 | OPENING OF SPRING JEWELRY COLLECTION Spring collection of Coro jewelry and new Corocraft "fashion master- pieces." By appointment only. Publ.: Ann R. Silver Assoc., MU. 7-8654. | CORO, INC. | 47 WEST 34TH STREET SHOWROOM |
| Beginning Monday Jan. 5 | SCARFS AND STOLES FOR SPRING Scarfs, stoles, wraps, novelties and imports by Glensder Textile Corp. By appointment only. Publicity: Ann R. Silver Assoc., MU. 7-8654. | GLENTEX | 417 FIFTH AVENUE SHOWROOM |
| Beginning Monday Jan. 5 | SHOWING OF SPRING HANDBAG LINES Industry-wide opening of Spring 1953 handbag fashions. All member manu- facturers will show complete collections of new handbag styles in their own showrooms. Publicity: Ruth Lundgren, MU. 6-0686. | NATIONAL AUTHORITY FOR LADIES' HANDBAG INDUSTRY | INDIVIDUAL SHOWROOMS |
| Beginning Monday Jan. 5 | SPRING JEWELRY COLLECTION Showing of Trifari's Spring collection of jewelry. By appointment only. Publicity: Dorothy Lansing, PL. 9-7598. | TRIFARI, KRUSSMAN & FISHEL, INC. | 16 EAST 40TH STREET SHOWROOM-4TH FLOOR |
| Jan. 5- Jan. 16 | OPENING OF WINTER MARKET AT THE AMERICAN FURNITURE MART IN CHICAGO. Contact: American Furniture Mart, 666 Lake Shore Drive, Chicago, Ill. | | |
| Tuesday Jan. 6 8:00 A.M. Breakfast | SPRING MILLINERY FOR VISITING EDITORS Irene of New York will invite the out-of-town editors to a preview of her Spring millinery collection. <u>N.Y. Press Showing, Wednesday, Jan. 7, at 9:30 A.M.</u> By invitation only. Publicity: Maud G. Moody, LE. 2-5562. | IRENE OF NEW YORK | 16 EAST 52ND STREET SALON |
| Jan. 6 8:00 A.M. | THE NEW YORK DRESS INSTITUTE WILL HAVE A BUFFET BREAKFAST AT THE WALDORF- ASTORIA, SERT ROOM. (See Page 3). | | |
| Tuesday Jan. 6 8:30 A.M. Breakfast | SPRING MILLINERY BREAKFAST FORUM Annual forum of the MMEA with fashion, merchandising and business experts discussing millinery trends, problems and developments. Speaker: Max Hess, Jr., president of Hess Bros., Allentown, Pa. By invitation only. Contact: Ruth Weintraub, PL. 3-2116. | MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION | WALDORF-ASTORIA |
| Jan. 6 9:00 A.M. | HERBERT SONDHEIM (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 3). | | |
| Jan. 6 10:00 A.M. | ORIGINALA COATS (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 3). | | |
| Tuesday Jan. 6 10:30 A.M. Breakfast | PRESS PREVIEW OF SPRING MILLINERY Preview of Braagaard's Spring millinery collection for local and out-of- town press. By invitation only. Contact: PL. 3-0353. | BRAAGAARD | 10 EAST 56TH STREET SALON |
| Jan. 6 11:00 A.M. | BENHAM ORIGINALS...BENDER & HAMBURGER (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 3). | | |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|---|--|--|--|
| Tuesday Jan. 6 12:00 Noon Aperitif | PRESS PREVIEW OF CHILDREN'S DRESSES Celeste (Auxiliary Member of N.Y.D.I.--See Page 3) will present to the visiting and local press a showing of their Spring collection of couture fashions for little girls, from toddlers to twelves. Also a special pre-view of their mother-and-daughter Summer fashions. By invitation only. Publicity: Rose Hilton, MU. 5-5133. | CELESTE FROCKS (1350 BROADWAY) | WALDORF-ASTORIA PEACOCK LOUNGE |
| Tuesday Jan. 6 1:00 P.M. Luncheon | PRESS PREVIEW OF FASHIONS IN SILK Luncheon fashion showing of Spring collections by leading designers in fabrics from International Silk Association, U.S.A. (Auxiliary Member of N.Y.D.I.--See Page 3). For local and visiting press, by invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | INTERNATIONAL SILK ASSOCIATION, U.S.A. | WALDORF-ASTORIA SERT ROOM |
| Jan. 6 2:00 P.M. | MONTE-SANO & PRUZAN (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 3). | | |
| Jan. 6 3:00 P.M. | CLAIRE MCCARDELL OF TOWNLEY (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 3). | | |
| Jan. 6 4:00 P.M. | CAROLYN SCHNURER (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 3). | | |
| Jan. 6 5:00 P.M. | CEIL CHAPMAN (N.Y. DRESS INSTITUTE), COCKTAIL SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 3). | | |
| Tuesday Jan. 6 6:00 P.M. | NYLON LINGERIE SHOWING FOR VISITING PRESS Colura will invite the visiting press to a showing of high fashion nylon tricot lingerie and cotton petticoats for Spring and Summer. By invita-tion only. Publicity: Noriene Barrett, MU. 6-0055. | COLURA, INC. | 185 MADISON AVENUE SHOWROOM - 9TH FLOOR |
| Tuesday Jan. 6 7:00 P.M. Buffet | PREVIEW OF SPRING AND SUMMER SHOES I. Miller will invite visiting press to a showing of Spring and Summer shoe collection. By invitation only. Publicity: Lucille Haley, BR. 9-2610. | I. MILLER & SONS, INC. | 350 FIFTH AVENUE SHOWROOM - 71ST FL. |
| Tuesday Jan. 6 8:30 P.M. | CHAMPAGNE SHOWING OF SPRING COATS & SUITS Will Nemerov will present his collection of coats and suits for Spring, 1953, at a special champagne showing for the out-of-town and N.Y. press. By invitation only. Contact: Angeline Dougherty, LO. 4-9595. | WILLI | 550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |
| Tuesday Jan. 6 9:00 P.M. | SPRING MILLINERY FASHION SHOW Semi-annual millinery fashion show for trade and press. Show will be fol-lowed by supper and dance. By invitation only. Contact: Millinery Stabil-ization Commission, LO. 4-7800. Publicity: Mary Kelley, LO. 4-7800. | MILLINERY STAB. COMM.; MILLINERY FASHION BUR. | HOTEL ASTOR GRAND BALLROOM |
| Tuesday Jan. 6 9:30 P.M. | NINETEENTH ANNUAL FASHION SHOW "Daytime Fashions for the Youthful Look"--presentation of new Spring and Summer "Meet the Budget" fashions. Fashion Director: Bonnie Donahue. Contact: Erwin Feldman, Director, LA. 4-6352. | NATIONAL ASSOCIATION OF HOUSE DRESS MFRS. | WALDORF-ASTORIA MAIN BALLROOM |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Beginning Tuesday Jan. 6 | OPENING OF SPRING JEWELRY COLLECTION Spring collection of "The Diamond Look" by Kramer. Publicity: Talley Jordon, LO. 4-1644. | KRAMER JEWELRY | 48 WEST 37TH STREET SHOWROOM - 4TH FLOOR |
| Cancelled Jan. 7 | SCHIFFLI EMBROIDERY MANUFACTURING BUREAU SHOW FOR VISITING PRESS AT 8:00 A.M. BREAKFAST ON WEDNESDAY, JAN. 7, HAS BEEN CANCELLED. | | |
| Jan. 7 9:00 A.M. | DAVIDOW SPORTSWEAR (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 550 SEVENTH AVENUE, SHOWROOM. (See Page 3). | | |
| Jan. 7 9:30 A.M. | IRENE OF NEW YORK'S PRESS PREVIEW FOR N.Y. EDITORS AT 9:30 A.M. BREAKFAST, AT 16 EAST 52ND STREET. (See Page 5). | | |
| Jan. 7 10:00 A.M. | TRIGERE (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 550 SEVENTH AVENUE, SHOWROOM. (See Page 3). | | |
| Jan. 7 11:00 A.M. | ADELE SIMPSON (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM. (See Page 3). | | |
| Wednesday Jan. 7 11:00 A.M. | PRESS PREVIEW: SPRING MILLINERY FASHIONS Mr. Fred will present his Spring millinery collection to the N.Y. press. <u>This show will be repeated for the visiting editors at 6:15 P.M. By invitation only.</u> Publicity: Lily Davis, PL. 3-1010. | JOHN FREDERICS | 29 EAST 48TH STREET SALON |
| Wednesday Jan. 7 12:00 Noon | SHOWING SPRING COLLECTION TO OUT-OF-TOWN EDITORS Seymour Fox will invite the out-of-town press to a "Capsule Showing of Fashion Highlights," presenting his Spring coat and suit collection. By invitation only. Publicity: Ann R. Silver Associates, MU. 7-8654. | FOX & COMPANY | 512 SEVENTH AVENUE SHOWROOM - 34TH FL. |
| Wednesday Jan. 7 12:30 P.M. Luncheon | ANN DELAFIELD PRESS LUNCHEON The N.Y. and out-of-town editors will be invited to a special luncheon by Rexall Drug Co. (Auxiliary Member of N.Y.D.I.--See Page 3) to meet Ann Delafield. By invitation. Publicity: Eleanor Lambert, MU. 8-2130. | REXALL DRUG CO. | HOTEL PLAZA TERRACE ROOM |
| Wednesday Jan. 7 12:30 P.M. Luncheon | WRAGGE FASHIONS AT LUNCHEON SHOWING Bonwit Teller will present Spring fashions by B. H. Wragge during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Bonwit Teller Publicity: Nancy Talbert, EL. 5-6800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000. | BONWIT TELLER | WALDORF-ASTORIA EMPIRE ROOM |
| Jan. 7 2:00 P.M. | BRIGANCE OF FRANK GALLANT (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 205 WEST 39TH STREET. (See Page 3). | | |
| Wednesday Jan. 7 2:30 P.M. | MILLINERY PREVIEW OF SPRING COLLECTION "Hatarama"--presentation to the N.Y. press of Laddie Northridge's Spring millinery. (Note Change of Place). <u>Show for visiting editors on Friday, Jan. 9 at 6:00 P.M. By invitation. Publ.: Donna Cannon, PL. 3-7072.</u> | LADDIE NORTHRIDGE | HOTEL PIERRE ROOF |
| Jan. 7 3:00 P.M. | MOLLIE PARNIS OF PARNIS-LIVINGSTON, (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM. (See Page 3). | | |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Jan. 7 4:00 P.M. | JOSEPH HALPERT...JACQUES FATH (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE, SHOWROOM. (See Page 3). | | |
| Jan. 7 5:00 P.M. | PHILIP MANGONE (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 500 SEVENTH AVENUE, SHOWROOM. (See Page 3). | | |
| Jan. 7 6:15 P.M. | JOHN FREDERICS PRESS PREVIEW OF SPRING MILLINERY FOR VISITING PRESS AT 6:15 P.M., AT 29 EAST 48TH STREET. (See Page 7). | | |
| Wednesday Jan. 7 7:00 P.M. Dinner | ANNUAL DINNER AND ENTERTAINMENT Dinner and entertainment, highlighting Spring Lingerie Market Week. By invitation only. Contact: Jack Gross, LE. 2-4444. | LINGERIE & NEGLIGEE MFRS. ASS'N, INC. | WALDORF-ASTORIA GRAND BALLROOM |
| Wednesday Jan. 7 8:30 P.M. | "CINERAMA" NIGHT FOR VISITING PRESS Gotham Hosiery will invite the out-of-town press to see "Cinerama." By invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | GOTHAM HOSIERY | BROADWAY THEATRE 53RD STREET & BWAY |
| Wednesday Jan. 7 10:30 P.M.- Midnight | MILLINERY PREVIEW FOR VISITING EDITORS Lilly Dache will invite the visiting press to a showing of Spring millinery. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | LILLY DACHE | 78 EAST 56TH STREET PENTHOUSE |
| Wednesday Jan. 7- Jan. 9 | OPEN HOUSE AND FASHION SHOW Henry Rosenfeld will invite the press to Open House and fashion shows, Jan. 7 to Jan. 9 in his showroom. Publicity: Sally Sober, LO. 5-0400. | HENRY ROSENFELD, INC. | 498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR |
| Thursday Jan. 8 8:00 A.M. Breakfast | BREAKFAST WITH JOSEF SPRING BAG PREVIEW Spring collection of domestic and imported "Bags By Josef" for local and visiting press. By invitation only. Publ.: Viola Shefer, PL. 3-3173. | JOSEF (GOLD SEAL IMPORTERS, INC.) | SHERRY NETHERLAND GOLD SUITE (1ST FL.) |
| Jan. 8 9:00 A.M. | B. H. WRAGGE (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, BONWIT TELLER, 9TH FLOOR. (See Page 3). | | |
| Jan. 8 10:00 A.M. | HATTIE CARNEGIE (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 711 FIFTH AVENUE. (See Page 3). | | |
| Thursday Jan. 8 10:30 A.M. | PRESS PREVIEW OF SPRING MILLINERY Mr. John will invite the N.Y. press to a preview of his Spring millinery collection. <u>This show will be repeated for the visiting editors at 6:00 P.M.</u> By invitation only. Publicity: Jeanne Carberry, MU. 8-4906. | MR. JOHN, INC. | 53 EAST 57TH STREET SALON |
| Jan. 8 11:00 A.M. | ELIZABETH ARDEN (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 691 FIFTH AVENUE. BUFFET LUNCHEON WILL BE SERVED. (See Page 3). | | |
| Thursday Jan. 8 12:00 Noon Aperitif | SHOWING OF SPRING 1953 COLLECTION Press preview of costume jewelry designed by Elsa Schiaparelli. By invitation. Publ.: Helen Markwett at Saul Krieg Associates, PL. 3-1543. | SCHIAPARELLI JEWELS | 385 FIFTH AVENUE SUITE - 806 |
| Jan. 8 2:00 P.M. | JANE DERBY (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 785 FIFTH AVENUE, SHOWROOM. (See Page 3). | | |

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| Jan. 8 2:30 P.M. | WALTER FLORELL'S SPRING MILLINERY PREVIEW FOR N.Y. PRESS AT 2:30 P.M., 29 EAST 53RD STREET. (See Page 2). | | |
| Jan. 8 3:30 P.M. | CHRISTIAN DIOR (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 730 FIFTH AVENUE. (See Page 3). | | |
| Jan. 8 5:00 P.M. | NETTIE ROSENSTEIN (N.Y. DRESS INSTITUTE, COCKTAIL SHOWING FOR VISITING PRESS, 550 SEVENTH AVENUE. (See Page 3). | | |
| Jan. 8 6:00 P.M. | MR. JOHN'S SPRING MILLINERY PREVIEW FOR THE VISITING EDITORS AT 6:00 P.M., 53 EAST 57TH STREET. (See Page 8). | | |
| Thursday Jan. 8 7:00 P.M. Dinner | SPRING HAT FASHIONS AT PRESS SHOWING The Millinery Fashion Bureau will invite visiting and local press to dinner at 7:00 P.M., and fashion show by leading millinery designers and manufacturers at 8:00 P.M. By invitation. Publ.: Mary Kelley, LO. 4-7800. | MILLINERY FASHION BUREAU | WALDORF-ASTORIA SERT ROOM |
| Thursday Jan. 8 10:00 P.M.- Midnight | INFORMAL GET-TOGETHER Special party for editors of newspapers distributing The American Weekly and editors of Hearst magazines. By invitation only. Contact: Kay Wister, BA. 7-1525, Ext. 720. | THE AMERICAN WEEKLY (63 VESEY STREET) | WALDORF-ASTORIA PILLEMENT SUITE |
| Jan. 9 9:00 A.M. | PATTULLO-JO COPELAND (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM. (See Page 3). | | |
| Jan. 9 10:00 A.M. | BEN REIG (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM. (See Page 3). | | |
| Jan. 9 11:00 A.M. | ELFREDA FOX AND PIERRE BALMAIN OF N.Y. (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 498 SEVENTH AVENUE, SHOWROOM. (See Page 3). | | |
| Friday Jan. 9 11:00 A.M. | PRESS PREVIEW OF MILLINERY FASHIONS Presentation of Gladys & Belle Spring millinery collection. By invitation only. Publicity: Maud G. Moody, LE. 2-5562. | GLADYS & BELLE | 20 WEST 57TH STREET SALON |
| Friday Jan. 9 12:30 P.M. Luncheon | LUNCHEON FOR VISITING EDITORS Coty will invite out-of-town editors to a luncheon. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130. (See Page 3). | COTY, INC. | WALDORF-ASTORIA SERT ROOM |
| Cancelled Jan. 9 | CAPRI FROCKS (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, ORIGINALLY SCHEDULED FOR JAN. 9 AT 2:00 P.M., HAS BEEN CANCELLED. | | |
| Jan. 9 3:00 P.M. | SAMUEL WINSTON, INC.....CHARLES JAMES (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE. (See Page 3). | | |
| Jan. 9 4:00 P.M. | HANNAH TROY (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, 530 SEVENTH AVENUE. (See Page 3). | | |
| Jan. 9 5:00 P.M. | OLEG CASSINI (N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, AT COCKTAIL PARTY, GOGI'S LARUE, 45 EAST 58TH STREET. (See Page 3). | | |
| Jan. 9 6:00 P.M. | LADDIE NORTHRIDGE'S PREVIEW OF SPRING MILLINERY FOR VISITING EDITORS AT 6:00 P.M., BUFFET, 16 WEST 57TH STREET. (See Page 7). | | |

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| Friday Jan. 9 8:00 P.M. | OPERA PARTY FOR VISITING PRESS The Jewelry Industry Council will be host to the visiting editors at the Metropolitan Opera performance of the new Margaret Webster production of Verdi's "Aida." By invitation. Publ.: Martha Percilla, PL. 7-3075. | JEWELRY INDUSTRY COUNCIL | MET. OPERA HOUSE B'WAY & 39TH STREET |
| Jan. 10 9:00 A.M. | STYLE-WISE FASHION SERIES ... FASHIONS WITH NATIONWIDE DISTRIBUTION IN ALL PRICES AND CATEGORIES AT WALDORF, SERT ROOM (N.Y. DRESS INSTITUTE)(Pg. 3). | | |
| Jan. 10 11:00 A.M. | FASHIONS FOR INDUSTRY (AUXILIARY MEMBER--N.Y. DRESS INSTITUTE), SHOWING FOR VISITING PRESS, WALDORF-ASTORIA, SERT ROOM. (See Page 3). | | |
| Saturday Jan. 10 12:30 P.M. Luncheon | "PARIS IN AMERICA" FASHION PRESENTATION Showing of Spring fashions to the out-of-town press by Jonathan Logan (Auxiliary Member of N.Y.D.I.--See Page 3). This showing will be repeated at luncheons on Jan. 13 (for local press) and Jan. 15 (for trade). By invitation only. Publicity: Lee Ennis, MU. 8-5050. | JONATHAN LOGAN | VERSAILLES RESTAURANT 151 EAST 50TH STREET |
| Saturday Jan. 10 3:45 P.M. | "WEEKEND AT OLD STURBRIDGE LEADING MILLS & VILLAGE" FOR VISITING PRESS MANUFACTURERS "Weekend at Old Sturbridge Village, Massachusetts" for visiting press, sponsored by leading mills and manufacturers of fashions, accessories and other products of interest to women. Editors will leave Grand Central Terminal about 3:45 P.M., Saturday, and will return Sunday evening. By invitation only. Publicity: Lind-Gilbert Assoc., PL. 3-4786. | | OLD STURBRIDGE VILLAGE MASSACHUSETTS |
| Jan. 11- Jan. 16 | NEW YORK LAMP SHOW AT THE HOTEL NEW YORKER. Contact: George F. Little Management, 220 Fifth Avenue, New York, MU. 9-7147. | | |
| Monday Jan. 12 3:00 P.M.- 7:00 P.M. | OPEN HOUSE AT COSMETIC LABORATORY Helena Rubinstein invites the press to her new modern cosmetic laboratory. By invitation only. Publicity: Amy Blaisdell, EL. 5-2100. | HELENA RUBINSTEIN | NORTHERN BLVD. AT EAST HILLS, L.I. |
| Monday Jan. 12 4:00 P.M.- 6:30 P.M. Cocktails | COTTON KNIT FASHION SHOW Cotton knit fashion show of late Spring and Summer fashions. Admission: \$5.00--for merchandise managers, buyers and members of the knitwear industry. Press by invitation. Publicity: Martin Stern, VA. 6-0543. | KNITTED FABRICS INST. (1450 BROADWAY) | HOTEL BILTMORE BALLROOM |
| Monday Jan. 12 5:00 P.M. Cocktails | PREVIEW OF HOSIERY COLOR TOPS Modeltex Hosiery will present a fashion show of new color tops. By invitation only. Publicity: Mello Meldram, MU. 6-0073. | MODELTEX HOSIERY MILLS, INC. | STORK CLUB 3 EAST 53RD STREET |
| Monday Jan. 12- Jan. 15 | "PATTERNS FOR RETAIL PROGRESS"--CONVENTION NRDGA's 42nd Annual Convention. Contact: Robert J. Mayer, CH. 4-8780. | NATIONAL RETAIL DRY GOODS ASS'N. | HOTEL STATLER |
| Tuesday Jan. 13 9:00 A.M.- 5:00 P.M. | SEVENTH ANNUAL HOSIERY MERCHANDISING FORUM "Workshop" Hosiery Forum, including buyers' panel discussions, resource contacts, speakers' round-table, luncheon and "Buyers' Punch Bowl". Price: \$15.00. Contact: James A. Doyle, SP. 7-9364. | HOSIERY MERCHANDISING; HOSIERY INDUSTRY WEEKLY | HOTEL ROOSEVELT BALLROOM |